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### RECENT ARTICLES

## 7 Land Mines Under Google Red Carpet?

Editors note: this is the second in a series of three articles about becoming a Google News Publisher via information products like Google Red Carpet.

Google Red Carpet is blowing up. But not always in the way its owners or promoters intended. That’s because there are hidden risks that could blow up in your face. (As proof of exactly that happening check out the comment made by “ldratherkeepmyidentityprivate” to my first article about Google News Publishing.

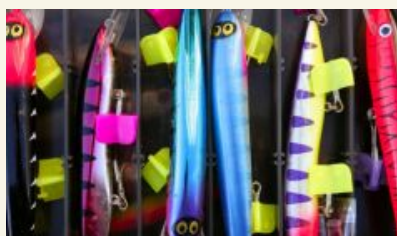


What could blow up in your face? Well, not being approved as a Google News Publisher. Or what if you are accepted, only to be delisted ...

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## The Hook Vs. The Reality: Google News Publisher Pitch Exposed. [Part I]

Want a “VIP pass to Page One” of Google? That’s the hook for a new traffic method making the rounds in Internet marketing circles. It’s called Google Red Carpet by E. Brian Rose.



And it’s not the only one. There’s a competing product by one of Mr. Rose’s students and other smaller products, again with the pitch of getting free traffic from becoming a Google News Publisher.

There’s a lot of buzz about this. And there are some compelling examples and proof.

Having looked at Google Red Carpet via webinar pitch (...)

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## 5 Ways to Labor WAY Less with Online PR

In honor of the US holiday, Labor Day, I write you today about labor. YOUR labor. And how by working smarter, not harder, you can gain more completion, and yes, better results with your Online PR.



Before I share my list for less Online PR labor, did you know THE one element that could immediately short-circuit your success? The Answer? It's your mindset.

Lets face it, if you perceive that something is going to take a lot of work, you're less likely to do it. So part of my strategy is showing (and in some cases, tricking) your mind to see you've got plenty of shortcuts just waiting to be tapped with ...

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## My Best Online PR Tips in 7 Minutes

My purpose behind 30minutepr.com is really quite simple. Take a sliver of time called a "time slice" where you can either learn or implement one of my proven Online PR tips in 30 minutes or less.



With that in mind, I assembled some of my best tips in 7 minutes, 14 seconds. And rather than take you though a long article, let me share these Online PR tips in visual form. If you're like me (and about 70% of us) you process information best visually.

I have embedded a TV interview I did recently. You know what is the best thing about TV interviews? You absolutely must speak in sound bite form. This interview features those sound ...

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## Online Marketing Event: New Online PR Made Easy System Shows How to Gain Instant Authority

Got traffic? Authors, writers, speakers, as well as small business and marketing professionals need consistent online visibility. Enter the most comprehensive, step-by-step Online PR training system available today. Preview this new system via a free Online Training:



<http://www.onlineprmadeeasy.com/onlinetraining>

Dallas, TX. June 24, 2010 — The online marketing landscape has a serious case of content overload. Consider this: in one 24-hour period, over 900,000 blog posts are published. Over 28,800 hours worth of video is added to You Tube. And marketers wonder why their content fails to get the job done. Marc Harty wants to help change all that.

As Mr. Harty shared, "The Online PR materials ...

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## 3 Timeless Branding Lessons from the Red Phone Box

Editor's note: welcome to another episode of "The London Chronicles." Online PR and branding strategist Marc Harty, with the United Kingdom as his story backdrop, reveals proven methods for Online PR, publicity, marketing and branding, as you've never seen them before...



Question: would you consider your marketing a success if it became a historical landmark?

Answer? Heck yes!

This episode of "The London Chronicles" focuses on an enduring and iconic brand: the red phone box. And more importantly, the three key publicity and branding lessons we can apply to our businesses right away.

It's easy to think of a phone booth as something generic and utilitarian. That certainly ...

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## 17 Impact Factors of Online Press Release Performance

A discussion about press release performance is one that's always worth having. Even more so considering the many dynamics at play. From big "make it or break it" factors like the main story to more incremental elements like formatting nuances, any of these, either individually or collectively can impact overall performance.



Before I present my list of impact factors here's some context. My objective here isn't to overwhelm you with an intimidating checklist. Rather, let's be mindful of these impact factors, test some of them and then course correct over time. And while we're at it, prioritize the most crucial factors.

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## 4 Branding Lessons Learned A World Away (Featuring Donuts)

Since this article is about branding and I've been a branding strategist for many years, let's be clear from the get go. I'm not talking about logos! This is about brand personality and marketing positioning. It all started with my recent world travel to Singapore and Malaysia. The trip lasted nearly three weeks. And while I enjoyed the local cuisine (Malay, Chinese and Indian) I did experience a craving or two for Western fare.



Imagine my surprise when at the Subang airport (Kuala Lumpur, Malaysia) I entered donut heaven. Homer Simpson eat your heart out!

I was not alone. Malaysia is a fusion ...

## What are YOUR Wins for the Week?

It's so easy to get caught up with the micro that we forget the macro. In this case, did our work payoff? What results did we get? Can we track those results and connect the dots to the bottom line?



One way to answer those questions is to step back , gain perspective and then take a look and ask yourself one more question...

What were my “wins” for the week?

Now let's define what I mean by a “win.” Here are a few examples:

Successful completion of a project New client Launch a new product/service/website New speaking engagement Enthusiastic feedback on a presentation you gave recently Reaching your ...

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## Big Picture-Wise, What's Your Theme for 2010?

As I write this on New Year's Eve, I've seen any number of articles and blog posts on resolutions, both positive and negative.

So I make the following promise: keep reading and you'll learn a new way to plan and focus the coming year—and it's not work, it's really fun!



You see, rather than focus on the micro (resolutions) I focus on the macro (theme for the year.) In my thinking, big picture = strategy. And to me, nothing says big picture than my “theme” for the year.

What do I mean by a theme? Well, you've heard of the Chinese calendar, right?

2010 is the ...

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## Negative Publicity a Weighty Issue? Not For Ex-Baywatch Star

Celebrity and negative publicity often go together like hand in glove. Case in point, I recently spent two weeks in London and the newspapers there are a lot more “tabloid” in their approach to news than their USA counterparts.



And of course, I'm sure you've been following the David Letterman extortion plot saga. He had affairs with female staff members and when faced with extortion went public and admitted his failings with transparency and humor.

Letterman has received good grades in his response to the negative publicity. And his ratings are up 38% since the disclosure. And while Letterman's ethics and



response have been debated at length, in this article I focus on ...

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## The 4 Pillars of The New PR

PR has evolved. Even to the point it is now more relevant and more public than ever. New PR offers far more publicity opportunities than old PR ever did, especially for those who are not marketing experts. In “The New Rules of Marketing and PR” author David Meerman Scott explains, “The Internet has made public relations public again, after years of almost exclusive focus on media. Blogs, online news releases and other forms of Web content let organizations communicate directly with buyers.”



In the past, the media, as gatekeepers, deemed who received exposure and who didn't. New PR offers many viable and immediate ways to reach prospects, ...

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## 5 Ways Free Press Release Sites Can Cost You

Yes, free press release sites can and do cost the uninformed and even the experienced marketer. Some of the costs are screamingly obvious others are more hidden. And it's my role as your advocate to review and reveal them all. Let's roll!



OK, so you've written your press release. Next action: online press release distribution. Now If you're stuck in terms of a press release distribution strategy, here's an earlier article about choosing between horizontal and vertical distribution.

(Editor's Note: feedback please! Take the press release distribution poll at the bottom of this article to help us better gauge topics for ...

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## What's your Buzz Quotient? Social Media Monitoring with Filtrbox

What's your BQ? That's Buzz Quotient... as in are you generating online buzz with your marketing and publicity efforts? Are you tracking and monitoring said buzz? If you're not, you risk undermining your performance while giving your competition a decided leg up.



So what's the best solution? Well you can sign up for Google Alerts. Google Alerts delivers right to my email inbox a handy digest of what was being said about me, my company or my products—all tracked by keyword phrase.

(Disclosure: my PR Traffic course provides a full step by step on Google Alerts and how it can help your ...

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# The Top 10 PR Lead Sources on Twitter

What's a more likely scenario for media coverage: pitch a reporter out of the blue or a reporter who seeks an expert that matches your background precisely?



It's the difference between "push" and "pull" PR. When you pitch a story, you are pushing your story to the media. Conversely, with "pull" PR, the reporter goes out and pulls down information, either via online research (where optimized press releases can appear) or via posting an actual request for an expert on a certain topic. In short: the reporter has a need, so who best to fill it and grab the media coverage? The answer can be you!

So where are these PR leads? And ...

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